



**Creating A Project Experience  
And Spaces That Enhance  
Our Client's Lives**



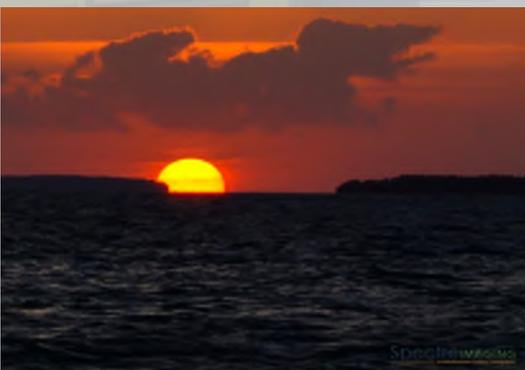
## Serenity



Serenity is not just a word to us, nor did we choose it just because it sounds cool (though, it does). Serenity is the foundation of a philosophy in which we believe very strongly. This foundation has been hard won by Firm Principal; Robert Jordan, AIA, NCARB; over nearly 25 years in the business, and has been developed by him in response to many project experiences, both good and bad. Perhaps like Tommy Bahama or Jimmy Buffett, we are selling the idea as much as the product itself. Most Firms that you will talk to can do the work and give you a passable product. However, the journey, as they say, is as important as the destination.

**Therefore, “Serenity” is the cornerstone of our vision, for both the project process and the end-product.**

We strive to provide a project process that is as stress free as possible for both the You and Serenity Architecture Co. We accomplish this by first ensuring that we clearly understand Your wants and needs at the proposal stage and that we clearly communicate any potential challenges at that time. Starting with a clear understanding up front; educating You on the project process; managing Your expectations; and maintaining communication throughout the project, with items such as a weekly project report, scope management log, and schedule management log; are all keys to achieving “Serenity” for all and a successful project. Another key is simple professionalism and a calm demeanor on our part. There can be many, many outside influences on a project, and it is up to us to take these in stride, reassure you that all is well, and deal with them in an efficient and professional manner.



We believe that while architecture can be considered a technical exercise, the end-product must be much more than the sum of the technical parts and pieces. Architecture, no matter grand or humble, no matter industrial or residential, should create a sense of space that gives us comfort and solace, while fulfilling its intended purpose. This goal should be accomplished through an economy of design and budget, and the project should be a true product of its site whenever practical. Further, energy efficiency and responsibility should also always be a driving factor in the design and engineering, where practical. At the end, no matter the budget or intended use, the spaces that we create should be pleasant and comforting and should enhance, not detract from, our lives. At the very least, this can be accomplished through space proportions and layout, color selections, and natural lighting.

Serenity Architecture Co. is dedicated to providing built environments and landscapes that enhance Your life and well-being, and we strive to develop a close relationship with You so that we can meet this critical need. As importantly, we are also dedicated to living up to our Firm name and providing You with a project experience that allows all of us to maintain our “Serenity”, with as little stress as possible. We welcome the opportunity to work with You on Your very important project and we commit to You that we will always put forward our best effort to live up to our name, and that Your vision and needs will always be our first priority.





## “Elevator Pitch”

Most Firms, most businesses in fact, have what is known as their “elevator pitch”. This sales pitch is intended to be a short, concise, summary of who we are and what we do. There is a myriad of information out there about the pitch, and typically, “they” say that it should be no longer than 30 seconds or, conceptually, the length of an elevator ride. Why? Because “they” say that everyone these days is so busy, that is all the listening time a prospective Client has.

Well, at Serenity Architecture Co. we disagree. We believe that this thinking is emblematic of a general problem these days, that being our entire society having been reduced to “148 characters”, as it were. Headlines, sound-bites, and tweets are all that we seem to be able to handle. Well, when you are looking at making what is probably the largest expenditure of your life; whether it be you personally, on behalf of your corporation, or on behalf of your Client; the end product of which is a space that human beings will have to peacefully exist in for many years to come, this is not acceptable. You need to know more. So, if you only have 30 seconds, please read “What We Are Best At”, and be done. But, if you really want to know how we can make your life better, read on!



### WHAT WE ARE BEST AT

- Our typical new build project would be \$2M—\$15M, light industrial, medical, educational, commercial, or municipal. Example projects would include manufacturing, warehouse, transit, medical office, clinic, charter school, retail, financial, office, fire station, police station, library, city hall, recreational, hotel, multi-family, and similar types of projects.
- On the higher end, large manufacturing and warehouse projects up to \$50M are well within our capabilities.
- On the lower end, tenant build-outs, renovations, and smaller additions are all part of our project portfolio.
- Design-build delivery projects are a specialty of Serenity Architecture Co.
- Planning projects, feasibility studies, site selection studies, existing facility assessments, and needs assessments, are all included in our experience.



### WHAT WE BRING TO YOUR TEAM

- Nearly 25 years of experience
- Experience in many project types
- Experience in many delivery methods
- Practical and pragmatic project approach
- Understanding of the need for economy and constructability
- Understanding of the need for meeting schedule deadlines
- Willingness to not do “big design” when it is not needed
- Ability to do “big design” when it is needed
- Real estate transaction related services
- Field construction experience



### WHAT WE DO FOR YOU

- Provide a level of service and support to you that leads to a long term relationship.
- Focus on clear communication and understanding in order to provide as stress free of a project process as possible and live up to our name—**Serenity**.
- Strive to manage expectations and avoid unpleasant surprises.
- Strive to provide our services in a timely manner so as to meet your critical project schedule.
- Bring to bear our 25 years of experience, in many project types, for your benefit.
- Provide a broad array of services and expertise, which many Firms do not have, to act as your single point of responsibility.
- Strive to apply our technical expertise to provide a well detailed and constructed project.



## Your Design-Build Partner

Principal Robert Jordan has a long history in the design-build world, starting in 1998, as a Project Architect and Project Manager with a large Metro-Detroit Design-Build Contractor. During his time with this Company, Mr. Jordan completed dozens of design-build projects, primarily in the light industrial and office sectors, including a number of industrial and office park developments. His experience during this time period also includes time in the field, on job sites, observing and overseeing construction. Since that time, design-build has continued to be a large part of Mr. Jordan's career. To date, he has completed design-build projects in numerous market sectors including: light industrial, heavy industrial, medical, educational, municipal, aviation, transit, hospitality, office, and commercial.

As you can see, Mr. Jordan brings a level of experience to you, that few others can match. He understands the construction process, how to work with you to ensure economical constructability, and how to work with you to design and engineer within the project budget. Finally, he understands that not all projects are to be viewed as "career" projects and that, many times, design must take a backseat to practicality and economy.



### WHAT WE BRING TO YOUR TEAM

- 20 years of design-build experience
- Design-build experience in many project types
- Vast pre-engineered metal building experience
- Practical and pragmatic project approach
- Understanding of the need for economy and constructability
- Willingness to not do "big design" when it is not needed
- Ability to do "big design" when it is needed
- Field construction experience
- Willingness to assist with up front work in the bidding process



### REPRESENTATIVE PROJECT EXPERIENCE

- Highland Park New Headquarters Fire Station
- Thunder Bay Transportation Authority New Transportation Facility
- Summit Corporate Park (SCP) 32 Acre Development
- Etkin Equities Timber Creek Office Park
- Ashley Capital Multiple Tenant Build-outs
- Millennium Properties LLC Spec Office Building
- In Touch Credit Union New Branch
- BASF New North Administration Office Building
- Ashley Capital Tenant Build-outs
- Etkin Equities Timber Ridge Office Park
- DDR/Redico Barnes & Noble Façade Renovation
- Snethkamp Dodge Dealership Renovation/Addition
- General R.V. New Dealership Facilities
- Wayne State University New Matthaei Performance Training Center
- Cleary University New Multi Use Classroom Building
- Lutheran High School South
- North Macomb Medical Associates/McClaren Macomb New Medical Facility
- Wayne State University New Clinical Research MRI Suite
- Providence Pavilion 7 Story Medical Office Building Renovation
- A.D. Transport New Vehicle Maintenance Facility
- Aisin America Fowlerville Proving Ground New Vehicle Prep Building
- Husky Injection Molding Systems New Detroit Technical Center
- Goetz & Schiele New Engine Machining Facility
- Scherer & Trier USA, Inc. New Injection Molding Facility
- NGK Spark Plugs World Headquarters Office and Test Cell Addition
- Ceradyne, Inc., New Armor Plating Research and Manufacturing Facility
- Hydra Zorb New Manufacturing Facility
- Challenge Manufacturing Plants 7 and 8
- DTE MONPP Urea to Ammonia Reactor Facility
- AGS New Stamping Plant
- GM Volt New Battery Plant

\* Note: projects may have been completed by Firm Principals with previous firms.

## Industrial Sector

Serenity Architecture Firm Principal, Robert Jordan, has 25 years of experience in the Industrial market sector, including new facilities, additions, renovations, build-out, adaptive re-use, and facility maintenance projects. Having started his career in the Automotive R&D Group of a large Detroit Firm, Mr. Jordan also spent many years with a large Detroit Design-Build construction and development company, gaining practical hands on field construction experience to go along with his vast technical knowledge. Over the years, Mr. Jordan has continued to make industrial projects one of his primary project types, with a focus on the design-build delivery format.

Our vast experience in this market sector, coupled with our extensive design-build experience, means that we not only have the necessary technical knowledge, for most any project type, but we are also used to partnering with Contractors and Developers. As such, we have both the ability and willingness to work with the Team to tailor the solution to the budget, to meet any challenging schedule, and to work collaboratively on the design and detailing of the project.

Please let us know how we can help you with your light industrial, heavy industrial, manufacturing, office, R&D, testing, or warehouse project.



### REPRESENTATIVE PROJECTS

- A.D. Transport New Vehicle Maintenance Facility
- Aisin America Fowlerville Proving Ground New Vehicle Prep Bldg
- General Motors Flint Powertrain (GMPTG) V-6 NVH Lab
- Chrysler Technology Center Phase III Powertrain Expansion
- Ford Advanced Engineering Center Powertrain Expansion
- Mahle Inc. New Research & Engineering Center
- Ford/Sverdrup New Drivability Test Facility
- Husky Injection Molding Systems New Detroit Technical Center
- Goetz & Schiele New Engine Machining Facility
- Scherer & Trier USA, Inc. New Injection Molding Facility
- NGK Spark Plugs World Headquarters Office/Test Cell Addition
- Ceradyne Armor Plating Research and Manufacturing Facility
- Faurecia Automotive Phases 1 and 2
- Hydra Zorb New Manufacturing Facility
- Cadillac Products Manufacturing Addition
- Challenge Manufacturing Plants 7 and 8
- DTE MONPP Urea to Ammonia Reactor Facility
- AGS Automotive Stamping Plant
- Severstal NA Y & Z Sections Rehabilitation Project
- GM Volt New Battery Plant
- John Deer Tractor Test Cell Addition
- First Industrial Tec-Mar Warehouse



## Commercial Sector

Serenity Architecture Co. has completed commercial projects of all types and have completed commercial developments, new buildings, additions, renovations, adaptive re-use, and tenant build-out. Our services in this sector include due-diligence and feasibility studies and site planning, in addition to full architectural and engineering services. No matter the project type, we will work closely with your Team to determine your specific needs, budget, and schedule, and ensure that they are met.

Our vast experience in this market sector, coupled with our extensive design-build experience, means that we not only have the necessary technical knowledge, for most any project type, but we are also used to partnering with Contractors and Developers. As such, we have both the ability and willingness to work with the Team to tailor the solution to the budget, to meet any challenging schedule, and to work collaboratively on the design and detailing of the project.

Please let us know how we can help you with your office, retail, hospitality, financial, aviation, multi-family, recreation, dealership, or similar project.



### REPRESENTATIVE PROJECTS

- Westin Detroit Wayne County Metropolitan Airport – Property Improvement Program (complete gut and re-model of entire hotel)
- Courtyard by Marriot – Albion
- Marriott Residence Inn – Novi
- Homewood Suites - Troy
- Summit Corporate Park (SCP) 32 Acre Development
- Etkin Equities Timber Creek Office Park
- Ashley Capital – Multiple Tenant Build-outs
- Millennium Properties LLC Spec Office Building
- In Touch Credit Union New Branch
- BASF New North Administration Office Building
- DDR/Redico Barnes & Noble Façade Renovation
- Continental Properties Monroe Retail B
- Continental Properties Adrian Retail B
- Snethkamp Dodge Dealership Renovation/Addition
- General R.V. New Dealership Facilities
- Consumers Energy New Service Centers
- Pittsburgh Institute of Aeronautics Youngstown Airport Hangar 3 Renovation



## Institutional Sector

Serenity Architecture Co. has completed institutional projects of all types and have completed new buildings, additions, renovations, adaptive re-use, and tenant build-out. Our services in this sector include due-diligence and feasibility studies and site planning, in addition to full architectural and engineering services. No matter the project type, we will work closely with your Team to determine your specific needs, budget, and schedule, and ensure that they are met.

Our vast experience in this market sector, coupled with our extensive design-build experience, means that we not only have the necessary technical knowledge, for most any project type, but we are also used to partnering with Contractors and Developers. As such, we have both the ability and willingness to work with the Team to tailor the solution to the budget, to meet any challenging schedule, and to work collaboratively on the design and detailing of the project.

Please let us know how we can help you with your healthcare related, educational, spiritual, or similar project.



### REPRESENTATIVE PROJECTS

- Wayne State University New Matthaehi Athletic Performance Training Center
- Cleary University New Multi Use Classroom Building
- Starr Detroit Academy Classroom Building Renovation
- Starr Detroit Academy QLQP Church to Classroom Conversion
- Starr Detroit Academy Rectory to Administration Conversion
- Lutheran High School South Classroom Wing Addition
- Crittenton Hospital 7th & 8th Floors Addition
- Crittenton Hospital New Radiation/Oncology Lab
- North Macomb Medical Associates/McClaren Macomb New Medical Facility
- Wayne State University New Clinical Research MRI Suite
- Muskegon Family Care New Clinic
- Our Lady of Sorrows Gathering Space Addition
- St. Collette Gathering Space Addition
- Providence Pavilion 7 Story Office Building to Medical Office Building / Procedure Facility Conversion/Renovation
- Rudyard Are Schools Long Range Plan
- Cooke School Classroom Wing Addition Design
- Allen Park Medical Building
- Port Huron Hospital Emergency Room Addition
- Washtenaw Community College Facility Study

## Governmental Sector

Serenity Architecture Co. has completed governmental project at the federal, state, county, municipal, and public authority level; and we have completed new buildings, additions, renovations, adaptive re-use projects, maintenance projects, and tenant build-outs. Our services in this sector include planning and feasibility studies in addition to full architectural and engineering services. No matter the project type, we will work closely with your Team to determine your specific needs, budget, and schedule, and ensure that they are met.

Our vast experience in this market sector, coupled with our extensive design-build experience, means that we not only have the necessary technical knowledge, for most any project type, but we are also used to partnering with Contractors, Developers, and Owner's Representatives. As such, we have both the ability and willingness to work with the Team to tailor the solution to the budget, to meet any challenging schedule, and to work collaboratively on the design and detailing of the project.

Please let us know how we can help you with your civic, city hall, fire, police, DPS, DPW, animal shelter, office, transit, recreational, cultural, or similar project.



### REPRESENTATIVE PROJECTS

- Wayne County Airport Authority—Multiple Facilities Projects
- Charter Township of West Bloomfield New Fire Station No. 3
- Washtenaw County Parks and Recreation Rolling Hills Water Park
- Highland Park New Headquarters Fire Station
- Dexter Township New Fire Sub-Station No. 2
- City of Newaygo Carnegie Library Renovation
- City of Newaygo Historic Masonic Temple Adaptive Re-use
- City of Novi Public Safety Long Terms Needs Assessment
- Thunder Bay Transportation Authority New Transit Facility
- City of Westland Jefferson Barns Community Center Conversion
- City of Taylor Sheridan Community Center Renovation
- State of Michigan DTMB Linden Price's Airport Terminal
- Farmington Hills Police Department - Farmington Hills, Michigan
- State of Michigan DTMB/MDOC Egeler Correctional Renovations
- USPS—Multiple Facilities Maintenance Projects
- Huron County Health and Recreation Center
- City of Romulus Police-Court Study Evaluation
- Westland Police Station Renovation
- City of Oxford Fire Station No. 1 Addition
- Van Buren Township Feasibility Study
- Armada Village Hall Renovation



## ROBERT L. JORDAN, AIA, NCARB, PPA, REALTOR™

PRESIDENT



### EDUCATION

- Bachelor of Architecture, Lawrence Technological University
- BS Architecture, Lawrence Technological University
- Engineering Concentration, University of Michigan

### REGISTRATIONS

- Licensed Architect – States of Michigan, Florida, Illinois, Missouri, New York, Ohio, Pennsylvania, South Carolina, Texas, Wisconsin
- Licensed Real Estate Salesperson – State of Michigan

### AFFILIATIONS

- National Council of Architectural Registration Boards
- American Institute of Architects
- National Association of REALTORS
- North Oakland County Board of REALTORS
- Professional Photographers of America

### SKILLS

- Business Operations
- Project Management
- Design-Build Delivery Method
- Feasibility, Site, and Space Planning
- Green Design

Mr. Jordan's nearly 25 years of experience includes business operations, business development, marketing, project management, design, technical detailing, preparation of construction documents, and multi-discipline coordination. Mr. Jordan has acquired experience in a wide variety of project types and sizes, including all types of industrial, automotive R&D, healthcare, municipal/governmental, office/commercial, hospitality, and educational; as well as many delivery methods, including design/build. His work has included greenfield projects, tenant build-outs, additions, renovations, adaptive re-use, development planning, owner representation, and construction administration. Mr. Jordan contributes significant leadership to the project team with a practical and proactive approach to problem solving and project coordination, as well as a focus on efficient operations and project delivery. Mr. Jordan is also a Director and Realtor with Merrill Real Estate Services and has previously served as a Principal of a 175-person, 8 office, Firm, creating the Architectural Group of that Firm from scratch.

## REPRESENTATIVE PROJECT EXPERIENCE

### GOVERNMENTAL

- Charter Township of West Bloomfield New Fire Station No. 3
- Washtenaw County Parks and Recreation Rolling Hills Water Park
- Highland Park New Headquarters Fire Station
- Dexter Township New Fire Sub-Station No. 2
- City of Newaygo Library Renovation
- City of Newaygo Historic Masonic Temple Adaptive Re-use
- City of Novi Public Safety Long Terms Needs Assessment
- Thunder Bay Transportation Authority New Transportation Facility
- City of Westland Jefferson Barns Community Center Conversion
- City of Taylor Sheridan Community Center Renovation
- Linden Price Airport Terminal - Linden, Michigan
- Farmington Hills Police Department - Farmington Hills, Michigan
- State of Michigan DTMB/MDOC Egeler Correctional Renovations

### COMMERCIAL

- Westin Detroit Wayne County Metropolitan Airport – Property Improvement Program (complete gut and re-model of entire hotel)
- Courtyard by Marriot – Albion
- Courtyard by Marriott – Novi
- Homewood Suites - Troy



#### COMMERCIAL CONTINUED

- Summit Corporate Park (SCP) 32 Acre Development
- Etkin Equities Timber Creek Office Park
- Ashley Capital – Multiple Tenant Build-outs
- Millennium Properties LLC Spec Office Building
- In Touch Credit Union New Branch
- BASF New North Administration Office Building
- DDR/Redico Barnes & Noble Façade Renovation
- Continental Properties Monroe Retail B and Adrian Retail B
- Snethkamp Dodge Dealership Renovation/Addition
- General R.V. New Dealership Facilities
- Consumers Energy New Service Centers
- Pittsburgh Institute of Aeronautics Youngstown Airport Hangar 3 Renovation

#### INSTITUTIONAL

- Wayne State University New Matthaei Performance Training Center
- Cleary University New Multi Use Classroom Building
- Starr Detroit Academy, QLQP Church and Rectory Renovations/Conversions
- Lutheran High School South
- Crittenton Hospital 7<sup>th</sup> & 8<sup>th</sup> Floors Addition
- Crittenton Hospital New Radiation/Oncology Lab
- North Macomb Medical Associates/McClaren Macomb New Medical Facility
- Wayne State University New Clinical Research MRI Suite
- Muskegon Family Care New Clinic
- Our Lady of Sorrows Gathering Space Addition
- Providence Pavilion 7 Story Medical Office Building Renovation

#### INDUSTRIAL

- A.D. Transport New Vehicle Maintenance Facility
- Aisin America Fowlerville Proving Ground New Vehicle Prep Building
- General Motors Flint Powertrain (GMPTG) V-6 NVH Lab
- Chrysler Technology Center Phase III Powertrain Expansion
- Ford Advanced Engineering Center Powertrain Expansion
- Mahle Inc. New Research & Engineering Center
- Ford/Sverdrup New Drivability Test Facility
- Husky Injection Molding Systems New Detroit Technical Center
- Goetz & Schiele New Engine Machining Facility
- Scherer & Trier USA, Inc. New Injection Molding Facility
- NGK Spark Plugs World Headquarters Office and Test Cell Addition
- Ceradyne, Inc., New Armor Plating Research and Manufacturing Facility
- Faurecia Automotive Phases 1 and 2
- Hydra Zorb New Manufacturing Facility
- Challenge Manufacturing Plants 7 and 8
- CVS/Blue Line Warehouse Renovation
- DTE MONPP Urea to Ammonia Reactor Facility
- AGS New Stamping Plant
- Severstal NA Y & Z Sections Rehabilitation Project
- GM Volt New Battery Plant
- Challenge Manufacturing Plants 7 and 8
- Nissan Smyrna Plant Transaxle Dynamometer Test Stands
- John Deer Tractor Test Cell Addition

\* Note: projects may have been completed by Firm Principals with previous Firms.



# ROBERT L. JORDAN, AIA, NCARB, PPA, REALTOR™

RJORDAN@SERENITYARCHITECTURE.COM; 248-496-7955

I have 25 years of experience as an Architect which includes business operations, business development, marketing, project management, design, technical detailing, preparation of construction documents, and multi-discipline coordination. I have acquired experience in a wide variety of project types and sizes, including all types of industrial, automotive R&D, healthcare, municipal/governmental, office/commercial, hospitality, and educational; as well as many delivery methods, including design/build; and my work has included greenfield projects, tenant build-outs, additions, renovations, adaptive re-use, development planning, owner representation, and construction administration. I am also a Director and Realtor with Merrill Real Estate Services and President of Spectre Imaging, specializing in outdoor and architectural photography. I previously served as a Principal in a 175-person, 8 office, Firm, creating the Architectural Group of that Firm from scratch.

## EDUCATION

- Bachelor of Architecture, Lawrence Technological University
- BS Architecture, Lawrence Technological University
- Engineering Concentration, University of Michigan

## REGISTRATIONS

- Licensed Architect – States of Michigan, Florida, Illinois, Missouri, New York, Ohio, Pennsylvania, South Carolina, Texas, Wisconsin
- Licensed Real Estate Salesperson – State of Michigan

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- National Council of Architectural Registration Boards
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- National Association of REALTORS
- North Oakland County Board of REALTORS
- Professional Photographers of America

## SKILLS

- Business Operations
- Project Management
- Design-Build Delivery Method
- Feasibility, Site, and Space Planning
- Green Design

## EXPERIENCE

- **Serenity Architecture Co.**  
**President**  
July 2018 – present
- **Merrill Real Estate Services**  
**Director and Realtor**  
July 2018 – present
- **DLZ Michigan, Inc.**  
**Project Manager**  
January 2016 – July 2018
- **Sidock Group, Inc.**  
**Principal and Director of Architecture**  
August 2005 – July 2015
- **Robert Jordan Consulting, Inc.**  
**President**  
August 2004 - August 2005  
November 2002 - June 2003
- **Wolf Wineman Associates**  
**Associate Principal**  
June 2003 - August 2004
- **Campbell Manix, Inc.**  
**Senior Project Manager**  
August 1998-November 2002
- **Albert Kahn Associates**  
**Staff Architect**  
August 1994-August 1998

## SIGNIFICANT ACCOMPLISHMENTS

- Three times, I have successfully created and run my own Firm, the first two times ultimately merging with larger Firms.
- I created and grew an architectural group, within a 175-person E/A firm; growing that group from 1 to 22 Team Members, and from \$0 to \$2.8M in revenue.
- I received a technical document award and a technical solution cost saving award from Chrysler on the Auburn Hills Technical Center Phase III Powertrain Expansion Project
- I have authored and published a book on the Constitution – specifically the Second Amendment

## PERSONAL

- Board Member - H&H Enterprises and RJ Recreation
- Past President and Board Member of The Trails of Loon Lake HOA
- Current Board Member of the West Bloomfield Lake Estates HOA
- Pine Lake Country Club – Current – Golf Committee; Past – House, Greens, and Membership Committees
- Past Walled Lake Community Education Middle School Boys Basketball Coach
- Past Co-Chair of the AIA Detroit IDP Committee
- Past Member - City of Wixom Community Emergency Response Team



DETROIT METRO • WILLOW RUN  
WAYNE COUNTY AIRPORT AUTHORITY

Michael Berry Administration Building  
11050 Rogell Drive, Bldg. #602  
Detroit, MI 48242  
ph 734 247-7678  
www.metroairport.com

August 29, 2018

Ladies/Gentlemen,

With his permission, I would like to recommend Robert Jordan of Serenity Architecture for your project.

Robert's Project Architect/Manager role in the \$14 million improvements to the Westin Hotel at Wayne County Airport were thorough and cost effective. He delivered exceptional service during uniqueness of an open-for-business hotel (+ 90% occupancy during construction), on airport property requiring intense coordination at every phase of renovation.

His allegiance to site investigation, building codes, job documents, budget adherence, phasing, and ability to interface with consortium of corporate brand design, alliance designers, custom shop drawing fabricators, local inspectors, general contractor, hotel management and security compliance (including FAA and TSA), for planned and unforeseen field facility conditions during renovation, led to an on-time project. Customer driven consideration to noise, debris removal, staging area and site safety were met. Roberts' crucial and attentive communication skills were a welcome calm during project process, so tolerant and receptive to change he is! Innovative solutions were demanded of Robert at various portions of project were met, and made for dynamic guest and client experience.

The creative design skills implemented to match or exceed the 4-Star Hotel rating of this renovation resulted in an elegant, current, inviting and appealing space for global customers. With appreciation to Robert our service was challenging and wonderful.

Sincere regards,

A handwritten signature in blue ink that reads "Karen Souders". The signature is fluid and cursive.

**Karen Souders, AIA**

Project Architect  
Wayne County Airport Authority

[Karen.Souders@wcaa.us](mailto:Karen.Souders@wcaa.us)  
Phone 734.247.2814 Fax 734.247.7916  
Mobile 734.652.7813

September 18, 2018

**RE: Reference for Robert Jordan - Serenity Architecture Co.**

To whom it may concern,

This letter will serve as our recommendation for Robert Jordan and Serenity Architecture Co. Mr. Jordan is an experienced professional, who delivers what he promises. We worked with Robert on a design of a new Office/Warehouse Building, in Portage Indiana. The project design was completed within a very tight time frame and Robert's calm demeanor, responsiveness and communication, throughout, led to the project documents being delivered as promised. Despite the challenging schedule, the project documents were well coordinated and of a high quality. I strongly recommend Robert, and Serenity Architecture Co. for your project.

Please do not hesitate to contact me if you would like to discuss Mr. Jordan's qualifications in more detail.

Sincerely,



Adam Gault, Project Manager  
Barton Malow Company



**Main Office**  
15040 Cleat Street  
Plymouth, MI 48170

**Project Green**  
157 E. Hoover Ave.  
Ann Arbor, MI 48104

INTEGRITY  
QUALITY  
SAFETY  
CUSTOMER SATISFACTION

September 14, 2018

**RE: Reference for Robert Jordan - Serenity Architecture Co.**

To whom it may concern,

This letter will serve as our recommendation for Robert Jordan and Serenity Architecture Co. Mr. Jordan is an experienced professional, who delivers what he promises. We have worked with Robert on a number of successful projects, both design-build and traditional delivery, and we will certainly work with him again in the future. His responsiveness, communication, quality documents, and professional demeanor, all contribute to successful project outcomes, and have made Robert a great project partner for us. We believe that these qualities will also make Robert, and Serenity Architecture Co., a great partner for you as well.

Please do not hesitate to call us if you would like to discuss Mr. Jordan's qualifications in more detail.

Sincerely,  
JS Vig Construction Company

A handwritten signature in black ink that reads "Joseph S. Vig". The signature is written in a cursive style with a long, sweeping underline.

Joseph S. Vig



## North American Construction Enterprises, LLC

22920 Industrial Drive East  
St. Clair Shores, MI 48080

TEL 586.719.9679

FAX 586.498.9004

## NACE

East Michigan Office  
2615 E. Michigan Ave  
Ypsilanti, MI 48198

PROJECT MANAGEMENT – CONSTRUCTION MANAGEMENT – GENERAL CONTRACTING  
Services provided nationwide with offices in Florida, Michigan, Pennsylvania and California

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September 11, 2018

### **RE: Reference for Serenity Architecture Co.**

To whom it may concern,

I would like to recommend Serenity Architecture Co. for your next ground up or renovation project. Robert Jordan is a top professional in the industry. We worked with him recently on a large renovation project at Detroit Metro Airport. His design documents were outstanding and his response time and hands on approach was instrumental on keeping the project on track.

Please do not hesitate to call us if you would like to discuss Mr. Jordan's qualifications in more detail and feel free to visit our web-site at: [www.nace-intl.com](http://www.nace-intl.com)

Sincerely,

Michael Beaugrand  
President / CEO

cc: Robert Beaugrand, COO



**Serenity Architecture Co.**  
**Robert Jordan, AIA, NCARB, PPA, REALTOR®**  
**President**

**rjordan@serenityarchitecture.com**  
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**LinkedIn: <https://www.linkedin.com/in/robertljordan416256/>**

**Facebook: <https://www.facebook.com/SerenityArchitectureCo>**

**Twitter: <https://twitter.com/SerenityArchit1>**

**Instagram: <https://www.instagram.com/serenityarchitecture/>**

**Tumblr: <https://serenityarchitecture.tumblr.com>**